

# MEDIA RELEASE

IT&CM China 2014 / 13



## **IT&CM China 2014 Delegates First To Experience Special Events Venue – The River Mall**

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*Singapore, 15 April 2014* – IT&CM China 2014 delegates experienced this evening’s official Opening Ceremony and Welcome Dinner for the first time at a special venue - The River Mall, sited within the Shanghai Expo arena. Touted as Shanghai’s spanking new property, the River Mall has been primed to host a mammoth variety of events in the months and years to come. The evening’s unique entertainment line-up featured the spectacular Yang Drum Dance Clan – a traditional high tempo performance favoured for its auspicious symbolism that invokes high spirits and morale. Other highlights include a mesmerising sand art display portraying the story of IT&CM China and performances by international artistes.

Li Yu Lin, General Manager of Shanghai Expo and Bailian Commercial Co., Ltd said, “Hosting the IT&CM China official Opening Ceremony serves as an exciting soft launch of The River Mall, which officially opens only next week on 23 April. We are truly fortunate to have such a fantastic opportunity to create awareness among the MICE industry players on a global as well as nationwide scale. Through this evening’s showcase of the venue, we anticipate and look forward to future cooperation with this evening’s delegates. I believe IT&CM China has been the ideal platform for us to make our debut in this arena.”

On the motivation behind the choice of a special venue, co-organiser of the evening’s Opening Ceremony, MP International Singapore’s Executive Director, Jason Ng said “As an industry trendsetter, we wanted to inspire our delegates to consider alternative venues for their meetings and events. The River Mall, being a brand new venue, enabled us to transform the grounds to achieve a refreshing Opening Ceremony format that also promotes the Shanghai Expo cityscape and Chinese culture.”

Other highlights of the first day of IT&CM China included the “Association Professionals Competencies Briefing” by Australasian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE) for Association Executives that saw some 20 Chinese participants gain best association management practices. Media activities also kicked off with the Media Appreciation Coffee Break and the Official Press Conference, while pre-event city tours of Shanghai continued. This media appreciation event recognises the successful implementation of IT&CM China new media affiliate programme which saw our media partners successfully recommending more than 50 new buyers from their markets who have been accepted into IT&CM China’s hosting programme. The Event Magazine Africa’s Publishing Editor, Lance Gibbons said “Inviting my clients to be a part of IT&CM China’s buyer hosting programme gave me the opportunity to expose them to broader source markets and new, unexplored destinations of interest.”. Over 12,000 on-site business appointments and more than 70 business, education and networking sessions will take place over the next two days, with the 2<sup>nd</sup> installment of the Association Day programme helming tomorrow’s focus for Association buyers.

For more information on IT&CM China, visit [www.itcmchina.com](http://www.itcmchina.com)

## ABOUT IT&CM CHINA 2014

IT&CM China 2014 will be held from April 15 to 17 at Shanghai World Expo Exhibition & Convention Center. This is the 8<sup>th</sup> instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. This year’s event will see an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, some 400 hosted delegates, over 10,000 business appointments as well as over 60 business, education and networking sessions.

The event is organised by TTG Events, a business group of TTG Asia Media, CITS International M.I.C.E – a wholly-owned subsidiary of CITS (China International Travel Service) and MP International. It has the support of the Shanghai Municipal Tourism Administration (**SMTA**), Shanghai Convention & Exhibition Industries Association (**SCEIA**), Association of Corporate Travel Executives (**ACTE**), Australasian Society of Association Executives (**AuSAE**) and Canadian Society of Association Executives (**CSAE**), International Association of Professional Congress Organisers (**IAPCO**), International Congress & Convention Association (**ICCA**), MICE Committee of China Association of Travel Services (CATS), Meeting Professionals International (**MPI**), Outbound Tour Operators Association of India (**OTOAI**), Pacific Asia Travel Association (**PATA**) and Society of Incentive Travel Executives (**Site**) China chapter.

IT&CM China is proud to be the anchor event of the Shanghai Business Events Week 2014 for the 4<sup>th</sup> year running. More information is available at [www.itcmchina.com](http://www.itcmchina.com).

## IT&CM CHINA EVENT DESCRIPTION

### The Leading International MICE Event In China

Since 2007, IT&CM China has established itself as China’s leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to “Promoting China to the World and the World to China”. Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is the platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic. Delegates to the 3-day event receive the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours.

## MEDIA CONTACT

### INTERNATIONAL

#### TTG Asia Media Pte Ltd

1 Science Park Road, #04-07, The Capricorn  
Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Event Website: [www.itcmchina.com](http://www.itcmchina.com)

Event Email: [itcmchina@ttgasia.com](mailto:itcmchina@ttgasia.com)

#### **Olivia Ng (Ms.)**

Event Executive

Email: [olivia.ng@ttgasia.com](mailto:olivia.ng@ttgasia.com)

#### **Eileen Teo (Ms.)**

Marketing Executive

Email: [eileen.teo@ttgasia.com](mailto:eileen.teo@ttgasia.com)

#### **Cheryl Tan (Ms.)**

Corporate Marketing Manager

Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)

### CHINA

#### CITS International M.I.C.E.

Room 503, CITS Building, 1 Dongdan North St  
Dongcheng District, Beijing 100005 China

Tel: (86-10) 8522 7997

Fax: (86-10) 6522 2310

Event Website : [www.chinese.itcmchina.com](http://www.chinese.itcmchina.com)

Event Email: [itcmchina@citsmice.com.cn](mailto:itcmchina@citsmice.com.cn)